## ABSTRACT OF THE DISCLOSURE

An input section performs a color conversion process, etc. for image data from a color scanner section. A discrimination section generates a discrimination signal representative of "character", "non-character", etc. on the basis of an image signal from the input section. A first processing section performs a filtering process, etc. for the image signal from the input section, and switches the method of such a process on the basis of the discrimination signal from the discrimination section. An enlargement/reduction section enlarges or reduces the discrimination signal from the discrimination section and the image signal from the first processing section. A second processing section subjects the enlarged/reduced image signal form the enlargement/ reduction section to a black-added printing process, a gamma conversion process, etc., and switches the method of such a process on the basis of the enlarged/reduced discrimination signal from the enlargement/reduction section.